

INVESTORS UP-TO-DATE PRACTICAL COMPLETE WALL STREET EDUCATION

**by W. D. Gann
(promotional brochure circa 1937)**

This E-Book is not to be sold.

It is a free educational service
in the public interest
published by

[Gann Study Group](#)

INVESTOR

UP-TO-DATE

PRACTICAL

COMPLETE

WALL STREET

EDUCATION

THEORY OF THE STOCK TAPE

WALL STREET STOCK SELECTOR

THE TREND DETECTOR and

HOW TO MAKE PROFITS TRADING IN

STOCK MARKET CALLS

W. D. GANN

HAVE YOU LOST MONEY IN STOCKS?

These books will show you why . . . and how to make profits!

Anyone who knows the right stocks to buy and sell will make a success in Wall Street. If you have lost money in stocks, it is because of ignorance of when to buy and sell and what stocks to buy and sell. The only way to overcome this ignorance is with knowledge.

These practical books by W. D. Gann . . . written in plain, direct language . . . will give you a complete Wall Street education. They will teach you the things you need to know—the relation of price, time, volume and velocity—how to detect minor and major trends—when to place stop loss orders—how to divide your capital—how to pick leaders—and give you a practical demonstration of their success.

You have probably spent years of study and training to achieve success in your profession or business. You could not succeed otherwise. You must do the same thing for success in Wall Street. Luck is a poor substitute for knowledge.

"Truth of the Stock Tape and Wall Street Stock Selector" and "New Stock Trend Detector" are written by a man who has developed these rules and knows that they work because he has made a practical success in Wall Street using them. These books will help you to help yourself in practical every day Wall Street.

The price of the complete set is \$8.00 and they have proven worth a hundred and a thousands times the price. Read what they contain. Read what others say. Then read these books and be on your way to success.

TRUTH OF THE STOCK TAPE

This book was published in 1923
and is bound together with

WALL STREET STOCK SELECTOR

which was published in 1930.
Price of combined books, \$5.00

These two books contain 41 charts proving the rules and also high and low prices by months from 1910 to 1929. Many of the rules were previously sold by the author in courses for \$1,000.

TRUTH OF THE STOCK TAPE

Part I—Preparation for Trading

What is tape reading? How to read the stock tape. How the tape fools you. How stocks are sold. Essential qualifications for successful trading.

Part II—How to Trade

Rules for successful trading. Methods of operating. Charts and their use. Habits of stocks. Different classes of stocks.

Part III—How to Determine the Position of Stocks:

Position of stocks. General trend of the market. How to tell the stocks in strongest position. How to tell when stocks are in weak position. Judging final tops and bottoms.

Part IV—Commodities:

How to trade in cotton. Proper way to read the cotton tape. How to determine a change in trend. Wheat and Corn trading. Judging accumulation and distribution zones.

WALL STREET STOCK SELECTOR

1. **New Era in Stocks or Changed Cycles.**
How traders were fooled on cycles. How cycles repeat. Panics from 1814 to 1929.
2. **Twenty-Four Never-Failing Rules.**
3. **Time Charts and Trend Changes.**
Time records prove cause and effect. Trend according to Time charts. Monthly dates for change in trend. Months to watch for change in trend.
4. **Successful Stock Selecting Methods.**
How to balance a stock. The Rule of Three Volume of Sales. Determining right time to sell.
5. **How Investors Should Trade.**
When investors should take profits. What investors should watch. Buying old or seasonal stocks. What to do with old stocks that work opposite the trend.
6. **How to Select the Early and Late Leaders.**
The various groups of stocks are analyzed, weak and strong stocks shown, as chemicals, computers, foods, motors, oils, public utilities, steels, etc.
7. **Stocks of the Future.**
Airplane stocks. Stocks to watch for future opportunities.

NEW STOCK TREND DETECTOR

Published in January, 1936

Price \$3.00

Some of the subjects considered are:
A New Deal in Wall Street
Foundation of Successful Trading
History Repeats
Individual Stocks vs. Averages
New Rules to Detect Trend of Stocks
Volume of Sales
A Practical Trading Method
And 14 Charts proving the rules
Also monthly high and low prices on a list of active
stocks; bringing stocks in the first two books up to
date.

HOW TO MAKE PROFITS TRADING

IN PUTS AND CALLS

This booklet was published in July, 1937. Price \$1.00

It tells clearly what Puts and Calls are:
How and when to buy them.
Definite rules for successful trading in both high
and low priced stocks with Puts and Calls.
It adapts Put and Call trading to the fundamental
rules laid down in the other books.

WHAT OTHERS SAY

Bombay, India, Oct. 23, 1937:—"I do not know how I should adequately express my feeling of entire satisfaction I had when I finished the studies of all your four books. I am confident anyone who masters the definite yet simple principles laid down therein and follows them to the last letter will come out a very successful speculator."
B. G. S.

Norfolk, Va., Aug. 10, 1937:—"Your \$5.00 book caused me to sell completely on Friday preceding the bad break on Tuesday in July, 1933. It was worth \$2,000 to me."
P. H. O'H.

Grand Rapids, Mich., June 14, 1937:—"Have read your book NEW STOCK TREND DETECTOR and find it better than any book I have ever studied."
M. H.

South Bend, Ind., April 24, 1937:—"I wish to mention that I am the proud possessor of Mr. Gann's books TRUTH OF THE STOCK TAPE, WALL STREET STOCK SELECTOR, and NEW STOCK TREND DETECTOR. I have learned very much from them and continue to read them from time to time."
T. J. H.

Philadelphia, Pa., March 5, 1937:—"Have read practically everything written on the Stock Market and must say that your books are the most comprehensive and thorough of all."
G. R.

Greensburg, Pa., January 30, 1937:—"Be advised that I have read your last three books from cover to cover and found them wonderful. I must say that every word and every page answered questions that have arisen in my mind at one time or another in my six years of experience in the stock market. They not only answered my questions, but enlightened me on many other things I knew nothing about. I have read many books on finance, and looked for information but yours I found to be the key to all of them. I could go on and write a letter, page for page, praising your wonderful knowledge of the Stock Market but this would take up your precious time to read, so I will stop and ask for your latest literature on books by you, and your services and their price."
J. A. B.

Charlotte, N. C., October 5, 1936:—"Have received a great deal of valuable information through the study of this book. I would like to personally thank you for giving me the benefit, in book form, of your extensive experience in stock trading. It is difficult to estimate just what some of the information contained in your book might be worth. For instance, your rule with reference to previous support points is, in my estimation, most valuable."
J. E. B.

St. Louis, Mo., May 9, 1936:—"This new book is another great accomplishment added to your fine work. . . . I wonder how many people will appreciate the hours that it required to gather so much information and for so little as \$3. Not many will be able to see and understand and I will go so far as to say that most readers will be too lazy to investigate and prove your theory."
J. A. J.

New York, N. Y., April 25, 1936:—"Your new book is the best you have written so far, full of vigor and straight from the shoulder. I wonder how many people realize that the advice contained in those pages is the result of a tremendous amount of hard work, and also represents the crystallized wisdom gained through actual operations during your 35 years in Wall Street."
M. D.

Rosindale, Mass., February 10, 1936:—"I am still a very small trader but I have increased my capital 500% since I finished your book two years ago."
W. A. F.

Plainfield, N. J., September 7, 1935:—"It certainly is a wonderful book, and should be used by business men all over the country as a text book. I am carefully reading it through and studying it for the third time, and every time I go through it I seem to find something new."
J. H. P.

Salisbury, N. C., January 2, 1935:—"For the past year and a half I have been studying your excellent book, WALL STREET STOCK SELECTOR. I have derived a great deal from it, and consider it the finest of all texts on securities."
A. R.

Los Angeles, Calif., October 27, 1933:—"I really am unable to express myself in writing as to what I feel in regard to such a remarkable volume, of what I consider the greatest truth ever presented by any one man at any time in the history of Wall Street."
M. A. M.

St. Louis, Mo., November 12, 1930:—"Mr. Gann in these works has disclosed a factor that is unknown to and unsuspected by the majority of traders, ignorance of which is responsible for swift and sudden losses. He has formulated a number of principles and rules to safeguard first the investor's capital. He shows by example how to recognize opportunity and to safeguard profits. Mr. Gann's works, I have just heard, are being used as a supplementary textbook by Washington University here in the School of Commerce and Finance. I have examined the statements and opinions of Mr. Gann since 1921 and the subsequent history of the market proves that he is entitled to great respect."
A. K.

TESTIMONIALS

Philadelphia, Pa., September 25, 1932:—"I want to say that your most valuable book, TRUTH OF THE STOCK TAPE and WALL STREET STOCK SELECTOR, is truly the most wonderful and enlightening book I have ever been privileged to study. I certainly appreciate all the good, practical, valuable advice you have incorporated in your book."
B. H. G.

New York, N. Y., October 23, 1930:—"Mr. Gann's book contains such a wealth of information and rules, all proven by charts, some comprising periods of whole business cycles, that any investor or trader should not be without it. I honestly believe Mr. Gann's book on this subject is not one of the best but THE best and most helpful book to make money in Wall Street in any kind of market."
F. F.

Lincoln, Nebr., November 6, 1930:—"When 'Truth of the Stock Tape and Wall Street Stock Selector' is read carefully and studiously and adhered to, it brings most astounding results. Mr. Gann's Mechanical Method is almost infallible and when his simple rules are followed it does roll in the ducats. The Mechanical Method is so simple a youngster can understand it and use it. The marvel of it is, human judgment is eliminated and once the client learns to down the 'personal judgment' element, he is on the road to the sure accumulation of fortune. I know and therefore I speak authoritatively. I am using the Method and successfully, so."
K. W.

London, England, November 7, 1930:—"I consider these books the best I have ever read on the subject. Besides being a partner in one of the largest Stock Exchange Houses in London, I am also a Doctor of Economics, and I have recommended these books, and they have been praised by very prominent financiers on this side. In fact, I think that it would pay you to do a little publicity in the financial papers here, and try and sell the book in England. I am writing you this because I am extremely indebted to Mr. Gann for his advice at various times, and for the principles enunciated in his books, which have proved of very considerable practical value."
E. B. B.

Scarsdale, N. Y., October 28, 1930:—"At the first glance I could see that this book, 'Truth of the Stock Tape' was not of the common variety, which tells you nothing and leaves you more in the dark than ever, but that it is a book which is an eye opener. As a matter of fact, I personally played the market both ways, speculative and for investment, for over ten solid years, but I did not get anywhere. I bought the book from Mr. Gann in July, 1929. By the time I had digested some parts and made myself graphs as suggested, it was September, 1929. I had a thousand dollars liquid then and according to suggestions of Gann's book, the market was a sale at that time and following his instructions, I cleaned up in seven days \$25,000. This result I have to credit only to 'Truth of the Stock Tape' and no other book and I have read many of them. It gave me the points so clear and straight. I am certain that anyone either speculating or investing in Wall Street should be enlightened that such a marvelous book exists. Its price is secondary by all means."
G. S.

COMPLETE SET	\$8.00
TRUTH OF THE STOCK TAPE	\$3.00
TRUTH OF THE STOCK TAPE AND WALL STREET STOCK SELECTOR.....	\$5.00
NEW STOCK TREND DETECTOR.....	\$3.00
HOW TO MAKE PROFITS TRADING IN PUTS AND CALLS.....	\$1.00

FINANCIAL GUARDIAN PUBLISHING CO.
82 Wall Street
New York, N. Y.